

## Chapter 7 “Mapping the IBM Offerings to Solutions for IBM On Demand Business”

### Homework

#### 1. Why does IBM continue to be the go-to brand?

IBM has a long history of deploying end-to-end business and technology experience, expertise, and solutions to resolve industry specific client issues, regardless of entry point. IBM also has quality offerings to satisfy the demands of the On Demand Business world

#### 2. List and describe the key investment areas.

- Optimize the value net: Connect suppliers, partners, and buyers to minimize complexity, reduce time, and cut the costs of inventory, production, sales, and delivery.
- Increase business flexibility: Manage market volatility and unpredictability more effectively by creating flexible structures, processes, and resources that can cope with constant change.
- Extract greater value from data: Federate fragmented and inaccessible information to achieve more informed, accurate, and timely business decisions.
- Improve the client experience: Increase the loyalty of clients by making them better informed and by finding ways to consistently meet or beat their ever-rising expectations.
- Drive business innovation: Increase speed to market and delivery of new products and services.
- Optimize today's IT investments: Increase capacity utilization, enable heterogeneous environments, and remove siloed IT infrastructures that are difficult and costly to manage.
- Improve employee productivity: Introduce systems and processes that increase employee communication and collaboration. Provide access for all to the necessary resources, skills, and tools.
- Streamline processes: Remove disconnected and fragmented processes that result in business inefficiency and process redundancy.
- Increase security and resiliency: Provide ongoing business continuity for employees, suppliers, and clients, increasing both business and IT productivity and efficiency in operations. Provide the ability to scale resources up or down to address client demand.
- Facilitate and enhance business control compliance requirements: Enable streamlined business controls so resources can focus on differentiating activities. Provide the ability to respond rapidly to end consumer safety issues and conform to government regulatory requirements. Establish framework for real-time business performance management, business risk management, content management, and data integrity.